

CALENDAR LISTING

Friday, February 4, 2005

National Wear Red Day

*National Heart, Lung, and Blood Institute promotes program
to unite Americans in raising awareness about the
#1 killer of women: heart disease*

Friday, February 4, 2005, is National Wear Red Day. From a celebrity-studded Red Dress fashion show in New York City to local community events and awareness activities, thousands of Americans across the country will wear red to unite in the national movement to give women a personal and urgent wake-up call about their risk for heart disease. The day serves as a reminder to every woman to care for her heart, because heart disease is the #1 killer of women.

National Wear Red Day is supported by *The Heart Truth*, a national awareness campaign for women and heart disease sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health of the U.S. Department of Health and Human Services. NHLBI introduced the Red Dress as the national symbol for women and heart disease awareness in 2003.

Want to join in on the Wear Red Day commemoration? Simply wear your favorite red dress, tie, or shirt on Friday, February 4, 2005! You can also support women and heart disease awareness by wearing the Red Dress pin, available at www.hearttruth.gov or by calling the NHLBI Health Information Center at 301-592-8573 (TTY: 240-629-3255).

If you need help planning and promoting a Wear Red Day activity in your local community, go to *The Heart Truth's* National Wear Red Day Online Toolkit. This free promotional resource is available at www.hearttruth.gov, and provides a wide range of Wear Red Day activity ideas, as well as downloadable tools and resources.

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For additional information about National Wear Red Day, *The Heart Truth*, and its Red Dress symbol, please visit www.hearttruth.gov, or email media@hearttruth.gov.